



**City of Miami Beach**, 1700 Convention Center Drive, Miami Beach, Florida 33139

**OFFICE OF THE CITY CLERK**

Rafael E. Granado, City Clerk

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TO: Prospective Candidates for Mayor or Commissioner

FROM: Rafael E. Granado, City Clerk

DATE: July 16, 2015

SUBJECT: **SAVE THE DATES – MBTV CANDIDATE PRESENTATION REHEARSAL AND  
LIVE VIDEO RECORDING SCHEDULES**

On July 8, 2015, the Miami Beach City Commission authorized the Administration to videotape and air on MBTV the Mayor and Groups IV, V And VI Commission Candidate presentations for the November 3, 2015 General Election. (A copy of the materials provided to the City Commission is attached hereto.)

**SAVE THE DATES**

**Candidate Presentation Rehearsal Schedule** – A one-hour rehearsal session will be offered to each candidate on either **September 24, 2015** or **September 25, 2015**.

**Candidate Presentation Live Video Recording Schedule** – The live video recording of the candidate's five-minute presentation will be on **October 1, 2015**.

**Finalization of Schedule** – The rehearsal and video recording schedules will be finalized after the conclusion of the Qualifying Period. Each qualified candidate will be sent a certified letter requesting confirmation of his/her attendance to the candidate presentation rehearsal and live video recording session, along with a copy of the Presentation Guidelines and his/her Rehearsal/Videotaping designated time-slots.

It is the sole responsibility of the candidate to make sure he or she is available when it is their time to rehearse and/or live video record. Unfortunately, any candidate who misses his/her assigned time slot will forfeit his/her opportunity.

If you have any questions, please feel free to contact me at 305.673.7411.

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**Condensed Title:**

A Resolution Authorizing The Administration To Videotape And Air On MBTV The Mayor And Groups IV, V, and VI Commission Candidate Presentations For The November 3, 2015 General Election.

**Key Intended Outcome Supported:**

Enhance external and internal communications from and within the City.

**Supporting Data (Surveys, Environmental Scan, Etc.):** According to the 2014 Community Satisfaction Survey, 8% of residents receive their information about Miami Beach from MBTV.

**Item Summary/Recommendation:**

During the 2001 General Election, the City Commission authorized the Administration to videotape and replay on the City's Government Channel, now MBTV, a candidate forum sponsored by a local organization. The 2001 City Commission also referred to the Community Affairs Committee, now the Neighborhood/Community Affairs Committee, the issue of selecting two additional forums to be taped and aired. On September 25, 2001, the Community Affairs Committee considered the issue of candidate forums. The Committee was not comfortable in selecting only two additional political forums to air. It was felt that selecting only two would be unfair because other organizations may be left out. The Committee recommended arranging Candidate Presentation where each candidate is given up to five minutes of airtime on the City's Government Channel, now MBTV, to present themselves and their platforms. Pursuant to Resolution No. 2001-24626, the City Commission approved the recommendation of the Community Affairs Committee. Subsequently, in 2003, 2005, 2006, 2007, 2009, 2011, and 2013, the City Commission authorized the Administration to videotape and replay the Candidate Presentations on the City's Cable Channel.

The Candidate Presentations will be coordinated by the Office of the City Clerk and the Office of Communications using the Candidate Presentation Guidelines. The rehearsal dates will be on September 24, 2015 and September 25, 2015, and the "live" shoot will be on October 1, 2015. Attachment "A" is a sample rehearsal and "live" shoot time schedule.

The Administration recommends that the City Commission authorize the videotaping and airing on MBTV of the Mayor and Groups IV, V, and VI Commission Candidate Presentations for the November 3, 2015 General Election.

**Advisory Board Recommendation:**

The 2001 City Commission Community Affairs Committee, now the Neighborhood/Community Affairs Committee, recommended arranging a candidate presentation where each candidate is given up to five minutes of airtime on the City's Government Channel, now MBTV, to present themselves and their platforms.

**Financial Information:**

Source of Funds:	Amount	Account	Approved
1	NONE		
2			
3			
4			
<b>Total</b>			

OBPI

**Financial Impact Summary:**

**City Clerk's Office Legislative Tracking:**

Rafael E. Granado, City Clerk

**Sign-Offs:**

Department Director	City Attorney	City Manager
REG  NR 		JLM 

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MIAMI BEACH

AGENDA ITEM

R7V

DATE

7-8-15

# MIAMI BEACH

City of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida 33139, [www.miamibeachfl.gov](http://www.miamibeachfl.gov)

## COMMISSION MEMORANDUM

TO: Mayor Philip Levine and Members of the City Commission

FROM: Jimmy L. Morales, City Manager

DATE: July 8, 2015

SUBJECT: **A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE ADMINISTRATION TO VIDEOTAPE AND AIR ON MBTV THE MAYOR AND GROUPS IV, V AND VI COMMISSION CANDIDATE PRESENTATIONS FOR THE NOVEMBER 3, 2015 GENERAL ELECTION.**

### RECOMMENDATION

Adopt the Resolution.

### BACKGROUND

During the 2001 General Election, the City Commission authorized the Administration to videotape and replay on the City's Government Channel, now MBTV, a candidate forum sponsored by a local organization. The 2001 City Commission also referred to the Community Affairs Committee, now the Neighborhood/Community Affairs Committee, the issue of selecting two additional forums to be taped and aired. On September 25, 2001, the Community Affairs Committee considered the issue of candidate forums. The Committee was not comfortable in selecting only two additional political forums to air. It was felt that selecting only two would be unfair because other organizations may be left out. After much discussion, the Committee recommended arranging a Candidate Presentation where each candidate is given up to five minutes of airtime on the City's Government Channel to present themselves and his/her platform. Pursuant to Resolution No. 2001-24626, the City Commission approved the recommendation of the Community Affairs Committee. Subsequently, in 2003, 2005, 2006, 2007, 2009, 2011, and 2013, the City Commission authorized the Administration to videotape and replay on the City's Cable Channel the 5-Minute Candidate Presentations.

The Office of the City Clerk and the Office of Communications, using the Candidate Presentation Guidelines on page 2 of this Memorandum, will coordinate the Candidate Presentations. The rehearsal dates will be on September 24, 2015 and September 25, 2015, and the "live" shoot will be on October 1, 2015. Upon approval of this Resolution by the City Commission, and after the conclusion of the Qualifying Period, each qualified candidate will be sent a certified letter requesting confirmation of his/her attendance, along with a copy of the Presentation Guidelines and his/her designated time-slots. (A sample Rehearsal/Live Shoot Schedule is attached as Attachment "A." The City Clerk will finalize said Rehearsal/Live Shoot Schedule after the conclusion of the Qualifying Period.)

### CONCLUSION

The Administration recommends that the City Commission authorize the videotaping and airing on MBTV of the Mayor and Groups IV, V, and VI Commission Candidate Presentations for the November 3, 2015 General Election.

## **2015 City of Miami Beach Candidate Presentation Guidelines**

1. To offer the Miami Beach viewers an informative and organized presentation, the Candidate Presentation will be taped live and replayed multiple times on MBTV. Once the taping of a candidate begins, the camera will not be turned off until the candidate indicates he or she is finished, or the five (5) minute time limit has been reached; there is only one opportunity to tape live. Candidates will be offered the use of the City's teleprompter and a one-hour rehearsal session prior to the date of the taping. **Important: The individual candidates' presentations will not be edited for any reason.**
2. In order to have an organized presentation of candidates and issues, it is important that a strict timetable be developed and adhered to. Each candidate will be given a scheduled time slot for his or her rehearsal and live presentation. (See Attachment "A") It is the sole responsibility of the candidate to make sure he or she is available when it is their time to speak. **Unfortunately, any candidate who misses his/her assigned time slot will forfeit his/her opportunity to present.**
3. The Candidate Presentations will be shown multiple times on MBTV. The scheduled air times will be published in The Miami Herald Neighbors Section, El Nuevo Herald, local Spanish language newspapers (depending on publishing dates) and on MBTV.
4. Candidates must arrive at the Office of the City Clerk at least 10 minutes before their assigned time slot. This will ensure an orderly transition from candidate to candidate.
5. The time slots will be assigned in the order of the ballot: Mayor and the three Commission Groups and alphabetically by candidates (as their name will appear on the ballot) within each of the groups. Again, it is the sole responsibility of the candidate to be available at his/her designated time.
6. Before the candidates begin speaking, the moderator, Julia Yarbough, Media Ambassador, Office of Communications (or her designee), will give an introduction stating the purpose and explaining the format of the Candidate Presentation.
7. Each candidate will be allocated up to five (5) minutes of airtime on MBTV. In order to maintain equitable time for each candidate who elects to participate in the Candidate Presentation, when the candidate's five (5) minutes are up, the candidate will be cut off, even if in mid-sentence. There will be no editing of the candidates' taped presentation.
8. The moderator will introduce each candidate. The introduction will be limited to the Mayor or Commission Group Number and the name of the candidate (example: "Mayoral candidate; or "Commission Group I, II, III, IV, V, or VI, candidate's name.") The candidate will be introduced by the name that will appear on the ballot.
9. Only the candidate may speak on his/her behalf, not a representative.
10. No pre-recorded tapes will be used.
11. No background music, special backgrounds or special effects will be allowed.
12. The Administration will be given a time slot at the end of the Candidate Presentations to present any Voters Guide information pertaining to Special Election question(s), along with explanations in both English and Spanish, if needed.

JLM/REG/NR



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# ATTACHMENT "A"

Schedule to be adjusted after qualifying.

## REHEARSAL

**Thursday, September 24, 2015**

Seat	Arrival *	Start	End
<b>Mayor</b>			
	8:30 AM	8:45 AM	9:45 AM
	9:45 AM	10:00 AM	11:00 AM
<b>Group IV</b>			
	11:00 AM	11:15 AM	12:15 PM
	1:15 PM	1:30 PM	2:30 PM
	2:30 PM	2:45 PM	3:45 PM

**Friday, September 25, 2015**

Continued	Arrival *	Start	End
<b>Group V</b>			
	8:30 AM	8:45 AM	9:45 AM
	9:45 AM	10:00 AM	11:00 AM
	11:00 AM	11:15 AM	12:15 PM

<b>Group VI</b>			
	1:15 PM	1:30 PM	2:30 PM
	2:30 PM	2:45 PM	3:45 PM
	3:45 PM	4:00 PM	5:00 PM
	5:00 PM	5:15 PM	6:15 PM

## LIVE

**Thursday, October 01, 2015**

Seat	Arrival *	Expected Record time
<b>Mayor</b>		
	8:45 AM	9:00 AM
	9:05 AM	9:20 AM
<b>Group IV</b>		
	9:25 AM	9:40 AM
	9:45 AM	10:00 AM
	10:05 AM	10:20 AM
<b>Group V</b>		
	10:25 AM	10:40 AM
	10:45 AM	11:00 AM
	11:05 AM	11:20 AM
<b>Group VI</b>		
	11:25 AM	11:40 AM
	11:45 AM	12:00 PM
	12:05 PM	12:20 PM
	12:25 PM	12:40 PM

\* Candidates are to report to the Office of the City Clerk at the scheduled arrival time.

The Office of the City Clerk is located at 1700 Convention Center Drive, First Floor, Miami Beach, Florida.



RESOLUTION NO. \_\_\_\_\_

**A RESOLUTION OF THE MAYOR AND CITY COMMISSION OF  
THE CITY OF MIAMI BEACH, FLORIDA, AUTHORIZING THE  
ADMINISTRATION TO VIDEOTAPE AND AIR ON MBTV THE  
MAYOR AND GROUPS IV, V, AND VI COMMISSION  
CANDIDATE PRESENTATIONS FOR THE NOVEMBER 3, 2015  
GENERAL ELECTION.**

**WHEREAS**, during the 2001 General Election, the City Commission authorized the Administration to videotape and replay on the City's Government Channel, now MBTV, a candidate forum sponsored by a local organization; and

**WHEREAS**, the 2001 City Commission also referred to the Community Affairs Committee, now the Neighborhood/Community Affairs Committee, the issue of selecting two additional forums to be taped and aired; and

**WHEREAS**, on September 25, 2001, at the Community Affairs Committee meeting, the issue concerning candidate forums was discussed and the Committee was not comfortable in selecting only two additional political forums to air and instead recommended that each candidate be provided up to 5-minutes to make a presentation of his/her platform; and

**WHEREAS**, pursuant to Resolution No. 2001-24626, the City Commission adopted the recommendation of the Community Affairs Committee to arrange a presentation whereby each candidate for City of Miami Beach elected office be given up to five minutes of airtime on the City's Government Channel, now MBTV, in order to allow each candidate to present himself/herself and his/her platform, with the presentation to be publicly advertised, recorded, and aired on MBTV, subject to the following presentation guidelines:

1. To offer the Miami Beach viewers an informative and organized presentation, the Candidate Presentation will be taped live and replayed multiple times on MBTV. Once the taping of a candidate begins, the camera will not be turned off until the candidate indicates he or she is finished, or the five (5) minute time limit has been reached; there is only one opportunity to tape live. Candidates will be offered the use of the City's teleprompter and a one-hour rehearsal session prior to the date of the taping. **Important: The individual candidates' presentations will not be edited for any reason.**

2. In order to have an organized presentation of candidates and issues, it is important that a strict timetable be developed and adhered to. Each candidate will be given a scheduled time slot for his or her rehearsal and live presentation. (See Attachment "A") It is the sole responsibility of the candidate to make sure he or she is available when it is their time to speak. **Unfortunately, any candidate who misses his/her assigned time slot will forfeit his/her opportunity to present.**

3. The Candidate Presentations will be shown multiple times on MBTV. The scheduled air times will be published in The Miami Herald Neighbors Section, El Nuevo Herald, local Spanish language newspapers (depending on publishing dates) and on MBTV.

4. Candidates must arrive at the Office of the City Clerk at least 10 minutes before their assigned time slot. This will ensure an orderly transition from candidate to candidate.

5. The time slots will be assigned in the order of the ballot: Mayor and the three Commission Groups and alphabetically by candidates (as their name will appear on the ballot) within each of the groups. Again, it is the sole responsibility of the candidate to be available at his/her designated time.

6. Before the candidates begin speaking, the moderator, Julia Yarbough, Media Ambassador, Office of Communications (or her designee), will give an introduction stating the purpose and explaining the format of the Candidate Presentation.

7. Each candidate will be allocated up to five (5) minutes of airtime on MBTV. In order to maintain equitable time for each candidate who elects to participate in the Candidate Presentation, when the candidate's five (5) minutes are up, the candidate will be cut off, even if in mid-sentence. There will be no editing of the candidates' taped presentation.

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9. Only the candidate may speak on his/her behalf, not a representative.

10. No pre-recorded tapes will be used.

11. No background music, special backgrounds or special effects will be allowed.

12. The Administration will be given a time slot at the end of the Candidate Presentations to present any Voters Guide information pertaining to Special Election question(s), along with explanations in both English and Spanish, if needed.

**NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND CITY COMMISSION OF THE CITY OF MIAMI BEACH, FLORIDA,** that the Mayor and City Commission hereby authorize, subject to the conditions stated specifically in this Resolution, the Administration to videotape and air on MBTV the Mayor and Groups IV, V, and VI Commission Candidate Presentations for the November 3, 2015 General Election.

**PASSED AND ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2015.

\_\_\_\_\_  
Philip Levine, Mayor

**ATTEST:**

\_\_\_\_\_  
Rafael E. Granado, City Clerk

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APPROVED AS TO  
FORM & LANGUAGE  
& FOR EXECUTION

\_\_\_\_\_  
City Attorney

7/1/15  
\_\_\_\_\_  
Date